



Apple Harvest Festival

Presented by the Glastonbury Chamber of Commerce



Event Facts . . .

Date: Saturday, October 17 & Sunday, October 18, 2009 ***35th Anniversary***

Time: 10:00 a.m. - 5:00 p.m.

Location: Welles Street Riverfront Park, Glastonbury, CT

Features: Voted as the **Best Local Annual Event in Hartford Magazine's Annual "Best of Hartford reader's poll in 2008 & 2009!"** Noted to be the best and last of Connecticut's festival season, the Glastonbury Chamber of Commerce's 34th Annual Apple Harvest Festival will feature live music, a craft fair, fabulous food, a pie eating contest, a pie bake-off, amusement rides, games, and family entertainment.

A highlight of the festival is the **Craft Fair**, which features more than 120 talented artists, jewelers and craftsmen. Merchandise includes handcrafted jewelry, children's toys, quilts, stained glass, candles and soaps, wreaths, sweaters, glassware, original art work and much more. A wide array of artisans are chosen to offer festival-goers the broadest selection possible. Over 30 **food vendors** will be on site to satisfy cravings for fun festival foods such as kettle corn, fried dough, hamburgers and hot dogs, pizza, gyros, calzones, grinders, soup, steak sandwiches, smoothies, and more.

The festivities at the **Family Entertainment Area** will have games and activities going on throughout both days to keep the younger festival goers and their families busy.

The **Pie Eating Contest** is held on Saturday, October 17. This exciting event is open to everyone and is not to be missed!

The **Apple Pie Baking Contest** winners will be announced on Sunday, October 18. All bakers are encouraged to enter!

The **Apple Harvest Festival 5K Run/Walk Road Race and Kid's Fun Run** will be held on Sunday, October 18 and will begin at the Hubbard Green in Glastonbury at 9:00 a.m. There will be a **Bike Parade** for those wishing to ride to the Festival on their bike with family and friends.

Parking: Free parking for the Apple Harvest Festival is available at 180 & 200 Glastonbury Boulevard (adjacent to Somerset Square). Shuttle buses will transport people to and from the festival grounds approximately every 10 minutes.

Expected Attendance: 25,000 - 30,000 people

Demographics: Attending this family-oriented event has become a tradition for adults, seniors, teenagers, college students and parents with young children living in Glastonbury and surrounding towns in Greater Hartford.

Marketing:

- Four-color promotional poster featuring a local artist/photography
- Advertisements in Glastonbury Life, the Glastonbury Citizen, Reminder Press and the Hartford Courant
- Production of a special multi-page promotional supplement about the festival in the Hartford Courant
- Promotion in the Chamber newsletter, e-mail updates and on the Chamber website
- Press releases to local newspapers, magazines, radio and television stations

2009 Apple Harvest Festival Sponsorships

PLEASE NOTE: All sponsors will be listed in a promotional advertising supplement in the *Hartford Courant* and on the Chamber website. Those committing to a sponsorship of \$1,000 or more will be allowed to submit corporate logos to appear in advertising and on the Chamber website. *Please check the box(es) of the sponsorship(s) you wish to reserve:*

<u>SPONSORSHIP</u>	<u>COST</u>	<u>DESCRIPTION</u>
<input type="checkbox"/> Poster * SOLDOUT	\$2,000	Company logo printed on all promo posters for the Festival (exclusive)
<input type="checkbox"/> Entertainment	\$1,000	Company banner displayed on the Main Entertainment stage. Company announced from Main Stage before and after one of the 4 main acts.
<input type="checkbox"/> Pie Booth	\$1,500	Company banner displayed at the Festival's full service pie booth.
<input type="checkbox"/> Admission Gate	\$1,500	Company banner displayed near the entrance to the Festival.
<input type="checkbox"/> Volunteer/Info. Booth	\$1,200	Company banner displayed at Volunteer/Registration booth.
<input type="checkbox"/> T-shirts Long-Sleeve	\$1,000	Company logo printed on long-sleeve t-shirts.
<input type="checkbox"/> T-shirt Short-Sleeve	\$1,000	Company logo printed on short-sleeve t-shirts.
<input type="checkbox"/> Sweatshirt	\$1,000	Company logo printed on sweatshirt.
<input type="checkbox"/> Volunteer T-shirts	\$1,000	Company logo printed on volunteer t-shirts.
<input type="checkbox"/> Apron (exclusive)	\$1,000	Company logo printed on apron and worn at admission gates.
<input type="checkbox"/> Family Entertainment Area	\$750	Company banner displayed at the Family Entertainment area.
<input type="checkbox"/> Apple Pie Baking Contest	\$700	Company banner displayed at tent adjacent to main entertainment stage.
<input type="checkbox"/> Pie Eating Contest	\$700	Company banner displayed at tent adjacent to main entertainment stage.
<input type="checkbox"/> Picnic Area/Main Stage	\$700	Company banner displayed at picnic tent near the Main Stage.
<input type="checkbox"/> Picnic Area/Food Area	\$700	Company banner displayed at picnic tent next to food vendors. **NEW**
<input type="checkbox"/> Pony Ride	\$500	Company banner displayed on pony ride ring on Saturday or Sunday. **NEW**
<input type="checkbox"/> Reusable Tote Bag	\$500	Company logo printed on bag. **NEW**
<input type="checkbox"/> First Aid Area	\$500	Company banner displayed at the first aid/public safety area.
<input type="checkbox"/> Shuttle Bus	\$500	Company name displayed at shuttle pick-up & drop-off locations.
<input type="checkbox"/> Cookbook Tab * SOLDOUT	\$350	Company logo printed on a tab in the Apple Harvest Festival cookbook.

APPLE HARVEST FESTIVAL 5K ROAD RACE

<input type="checkbox"/> Platinum Sponsor	\$1,000	Company banner displayed at the Registration/Start/Finish area Company promotional items in all runner bags Table at registration to promote company products and services Large company logo on runner t-shirts
<input type="checkbox"/> Gold Sponsor (exclusive)	\$750	Company logo on runner t-shirts; logo printed on runners bib number **NEW**
<input type="checkbox"/> Silver Sponsor	\$500	Company logo on runner t-shirts; Company promotional items in all runner bags
<input type="checkbox"/> Bronze Sponsor	\$250	Company logo on runner t-shirts

APPLE HARVEST FESTIVAL BIKE PARADE

<input type="checkbox"/> Silver Sponsor	\$500	Company banner displayed at the parade start and at bike parking area
<input type="checkbox"/> Bronze Sponsor	\$250	Company banner displayed at bike parking area at festival.

IMPORTANT DEADLINES:

To be included in all of the press and promotional materials, sponsorship must be confirmed by **Friday, September 11, 2009**.

Due to printing and press deadlines, sponsorships submitted after this date may be excluded from some marketing materials.

- Logos (saved as a jpeg file) for website should be E-mailed to Ginger Lynn at ginger@glastonburychamber.com by **Sept. 11, 2009**
- Logos (saved as a eps file) for clothing items should be E-mailed to Ginger Lynn at ginger@glastonburychamber.com by **Sept. 11, 2009**
- Company profile should be submitted to Ginger Lynn at ginger@glastonburychamber.com by **September 11, 2009**
- Company banners should be delivered to the Chamber office by **October 2, 2009**. Banner should be approx. 8 x 3 ft.

YES! I'd like to sponsor this event and have checked off the sponsorship level above.

Sponsorship commitments and payment must be received 3 weeks prior to the event for your company name to appear in any promotional materials.

Business Name: (As you wish for it to appear on promotions) _____

Contact Name: _____ Phone: _____

Payment Enclosed Bill Me

Fax the completed form to the Glastonbury Chamber of Commerce at 860.659.0102 or send it to 2400 Main Street, Suite 2, Glastonbury, CT 06033. Need additional information, call the Chamber at 860.659-3587.